MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BMK 2094 – RETAIL MARKETING

(All sections / Groups)

3 MARCH 2020
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages (including the cover page) with 4 questions only.

2. Answer **ALL FOUR (4)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

Service retailer refers to a retailer whose product line is actually a service, including hotels, banks, airlines and dry cleaners. It generally has **FOUR (4)** main characteristics of service retailing. Illustrate your answer with relevant examples.

(25 marks)

QUESTION 2

Encouraging impulse purchases requires the right mix of product selection and product placement. It's much easier for you to find the best placement for impulse buys when customers follow a predetermined path through your store. By drawing on specific store layouts and interior design principles, you can lead customers to your high-demand items and plan for more predictable foot traffic.
Source: Shopify Blogs, 2018

Explain **FOUR (4)** commonly used store layouts. In your opinion, which of these four store layouts is the most effective?

(25 marks)

QUESTION 3

Do you think that non-store retailing will continue to grow faster than store-based retailing? Explain your answer with appropriate examples.

(25 marks)

QUESTION 4

A convenience store chain has decided to open outlets in a combination of isolated locations, unplanned business districts, and planned shopping centers. Comment on this strategy.

(25 marks)

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